

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Herb Sorensen  
Application No. : 10/667,213  
Filed : September 19, 2003  
Title : SHOPPING ENVIRONMENT ANALYSIS SYSTEM AND  
METHOD WITH NORMALIZATION

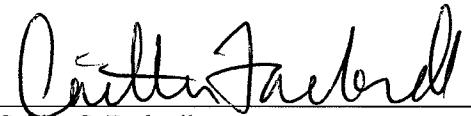
Examiner : Folashade Anderson  
Group Art Unit : 3623  
Confirmation No. : 7032  
Docket No. : SNS307

Mail Stop **AMENDMENT**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**CERTIFICATE OF TRANSMISSION/MAILING**

I hereby certify that this correspondence is being transmitted via EFS or facsimile to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Mail Stop AMENDMENT, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450 on:

July 24, 2008  
Date

  
Caitlin C. Fackrell

**RESPONSE**

In response to the Office action dated March 24, 2008, please consider the following:

Amendments to the specification : Begin on page 2  
Amendments to the claims : Begin on page 3  
Amendments to the drawings : None  
Remarks : Begin on page 14